



COPYWRITING PORTFOLIO

SEO WEBSITE COPYWRITING*: £39 GLASSES

My client, Harry, is a trusted optometrist with a high-end group of practices. This was a side project he was launching as a way of giving something back. After the site went live, it was rebranded as ‘Harry’s Eyewear’.

*This is the original copy I supplied at the time of writing, as approved by the client. There may have been subsequent updates and changes to the live site.



This website was selling glasses online before current technologies were available. And customers needed written and picture guidance to help them choose their frames.

Long before I became a copywriter, I spent six years working in an optician’s practice, so a lot of this was a familiar subject for me.

Do you need effective SEO copy or content for your website?

You can get in touch and tell me about your needs using the form on my [contact page](#).

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HOME

Buy glasses online

Frames with single vision lenses from £39

Hi, I'm Harry – a trusted optometrist and founder of 39 Pound Glasses.

Our mission is simple:

- ✓ **Quality glasses** from an optometrist who cares
- ✓ **Range of frames** from classic styles to current trends
- ✓ **Choice of colours** to suit your style
- ✓ **Low prices** so you can afford to vary your look
- ✓ **Get a Pair, Gift a Pair** – for every pair you buy, we donate a pair to someone in need

SHOP NOW

How to buy prescription glasses

1.
Choose your
frame

2.
Choose your
lenses

3.
Upload your
prescription

4.
Your glasses will
be delivered.

HOW TO ORDER

Browse our glasses frames

<Frame images>

SEE ALL FRAMES

Why choose 39 Pound Glasses?

My name is Harry. I'm an optometrist and I care about your eyesight.

I believe everyone should be able to enjoy clear, sharp vision.

That's why I started 39 Pound Glasses – to offer simple, stylish glasses at an affordable price and to help people in need of glasses overseas.

ABOUT US

Trust me, I'm an optometrist!

You want the best possible vision, even if you're on a tight budget.

Buying your glasses online can save you money, but with so many faceless companies out there, it's hard to know which ones to trust.

At 39 Pound Glasses you get the benefits of affordable online prices **and** quality lenses, endorsed by a trusted optometrist.

SHOP GLASSES

Correct your vision for less

We make our glasses affordable for everyone. A modern frame with standard single vision lenses starts at just £39.

When you have chosen your frame, you will have a choice of two everyday lenses, both of which have a scratch-resistant coating as standard.

- Standard clear lenses – ideal for everyday use
- Advanced clear lenses – up to 36% thinner than standard lenses

For an extra charge, you can also add an anti-reflective coating, which minimises glare and reflections to give you clearer vision and reduce eyestrain.

SHOP GLASSES

Fashion frames for men and women

See clearly, look good and feel confident with a large selection of sophisticated styles and some of the freshest fashions around.

At these prices you can afford to vary your look.

Choose a classic frame for work, a vibrant frame for going out, a special frame for a special occasion or frames to match your favourite outfits.

Affordable glasses are also ideal for occasional use and make excellent:

- Reading glasses
- Driving glasses
- Computer glasses
- Night driving glasses

SHOP GLASSES

Sunglasses for men and women

Our sunglasses give you the perfect combination of fashion and function.

Whether you're driving in bright conditions, working in variable sunlight or just want to filter out glare and improve your vision, you'll find a lens that suits your needs.

Simply choose your frame from our large selection, then add your choice of prescription sunglass lenses. All sunglass lenses have full UV protection to shield your eyes from harmful rays.

Full tint lenses:

- Standard grey or brown
- Advanced grey or brown – 25% thinner than standard lenses

Polarised lenses (reduce glare and reflections):

- Standard grey or brown
- Advanced grey or brown – 25% thinner than standard lenses and scratch-resistant

Latest blog articles

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ABOUT

Quality glasses at online prices

I started 39 Pound Glasses with a clear mission in mind: to help the world see better.

As an optometrist, I believe everyone should enjoy the benefits of clear vision – regardless of where you come from or how much money you have.

39 Pound Glasses is my way of helping others and giving something back.

A clear proposition

You'll probably wear your new glasses every day, so you need a pair that makes you look good and feel confident.

When you buy glasses online from 39 Pound Glasses, you can:

- ✓ Browse a large selection of fashion frames from the comfort of your own home
 - ✓ Show your friends and family the frames you like to get a second opinion
 - ✓ Take your time to decide – the online shop never closes
 - ✓ Choose from a range of premium quality lenses
 - ✓ Have your new glasses made to your prescription and delivered straight to your door
-

Get a pair, gift a pair

And this is the best part:

For every pair of glasses you buy from us, we'll donate a pair to someone in need overseas.

So you'll get great vision for yourself and gift it to someone else who needs it too.



ORDER PROCESS

How to order your glasses

This page has been set to open in a new tab of your browser, so you can toggle between these instructions and your order as you make your way through the process.

Before you start

You will need:

- A valid spectacle prescription [?]
- Your Pupillary Distance (PD) measurement [?]
- A mirror to check your face shape and features
- Some gold and silver jewellery to check your skin tone
- A credit card to make your payment.

Step 1: Choosing your frame

What is your face shape?

Round

short from top to bottom with full cheeks and a rounded forehead and chin.

Choose narrow frames and angular shapes to make your face look longer.

Oval

Longer than wide, with high cheekbones and rounded forehead and chin.

Choose anything you like as all styles will complement your face shape.

Heart-shaped

Wider forehead and cheekbones that narrow down to a small chin.

Choose balanced or bottom-heavy frames but avoid anything wider at the top.

Square

Broad, long forehead and a wide, square jawline.

Choose oval or round frames.

Rectangle

Longer than wide, with a square forehead and jawline.

Choose pilot styles or square frames.

Diamond

Narrow eye line and jawline with wide cheekbones in the middle.

Choose top-heavy oval and rectangular frames.

Additional pointers

Look at the bridge of your nose

This is where your glasses will sit.

A high nose bridge starts above your pupils. If you have a high bridge, look for frames with a bridge at the same level as the brow line.

A low nose bridge starts at or below your pupils. If you have a low bridge, look for frames where the bridge is below the brow line.

Note how wide or narrow your nose bridge is and try to choose a frame with a similar shaped recess.

Look at your skin tone and hair colour

Do you have a cool or warm skin tone?

If silver jewellery looks better against your skin, you have a cool skin tone. If gold looks better, your skin tone is warm.

Your skin tone and hair colour can help you decide which colour frames to choose.

- Cool blonde – grey, pink, purple, blue
- Warm blonde – coral, peach, pine green, red, amber
- Cool brunette – cool green, purple, blue, black
- Warm brunette – light brown, pine green, red, amber, white
- Red hair – brown, green, red, gold, black
- Grey hair – red, blue, black

Click on your chosen frame to move on to the next step.

Step 2: Adding your lenses

Click the Add Lenses button to choose your lenses.

First, you will need to choose one of the four main lens types:

- Clear for everyday use
- **Blue protect** for digital screens such as computers, tablets and smartphones
- **Sunglass** lenses
- **Transition** which darken and lighten according to the conditions

Then you will have some further options:

Clear lenses

- Standard uncoated – ideal for everyday use
- Advanced – up to 33% thinner than Standard lenses with an anti-reflective coating to reduce distracting glare and reflections (recommended for driving).

Blue protect lenses

With anti-reflective coating to reduce unwanted glare and reflections when using digital screens.

- Standard – ideal for everyday use
- Advanced – up to 33% thinner than Standard Blue Protect lenses

Sunglass lenses

All with full grey or brown tint and 100% UV protection as standard.

- Standard tinted
- Advanced tinted – up to 33% thinner than standard tinted lenses

Transition lenses

Darken and lighten according to the light conditions. From clear lenses when you are inside to a dark sunglass tint when you are in bright sunshine.

- Standard brown or grey
- Advanced brown or grey – up to 33% thinner than Standard transition lenses

Click on your chosen lenses to move on to the next step.



Step 3: Uploading your prescription

First, take a picture of your prescription using your smartphone, tablet or digital camera.

Make sure the photograph is clear, readable and includes the full prescription with no parts covered or cropped out.

On your phone or tablet:

- Press the Upload Prescription button
- From your photo album, select your prescription photo and upload it

On a computer or laptop:

- Download your prescription photo from your digital camera to your computer
- Click the Upload Prescription button
- Locate the photo file and upload it

By email:

- Attach the photograph to an email and send it to: [<insert email address>](#)
-

Step 4: Reviewing your shopping cart

Your shopping cart will show a list of everything you're about to buy.

Check the list carefully to make sure you have everything you need, in the right quantities.

If you are paying extra for your lenses, these will be listed separately. A quantity of 1 is for a pair of lenses.

If you wish to add further items, click the 'Continue Shopping' button at the bottom.

When you are ready, click the 'Proceed to Checkout' button.

Step 5: Adding your payment information

There are four stages to this process:

1. Your personal information
2. Your addresses – for billing and delivery
3. Your chosen shipping method
4. Your payment information.

Step 6: Receiving your new glasses

Your new glasses will be delivered to your chosen delivery address within <number> of days.



MEN'S GLASSES

Men's glasses

You're just a few steps away from ordering your new glasses.

If you would like some help, our How to Order page will guide you through the process and offers some valuable advice on how to choose your frame and lenses.

[CHOOSING YOUR FRAMES](#)

[<All frame images + filters>](#)

Need some help to choose your frame?

Visit our How to Order page for advice on choosing the right frames for your face shape, features and colouring.

[HOW TO ORDER](#)



WOMEN'S GLASSES

Women's glasses

It's time to go shopping and pick out your new glasses.

If you need some advice on choosing your frame, visit our [How to Order](#) page. Here you will find a helpful guide to choosing a frame that will complement your face shape, facial features and colouring.

[CHOOSING YOUR FRAME](#)

[<All frame images + filters>](#)

Need some help to choose your frame?

Visit our [How to Order](#) page for advice on choosing the right frames for your face shape, features and colouring.

[HOW TO ORDER](#)



MEN'S SUNGLASSES

Men's sunglasses

To create your new sunglasses: Select any frame from our extensive collection, then add your choice of prescription sunglass lenses with full UV protection.

Choose from: Grey or brown full-tint; polarised sunglasses, to reduce glare; or transition lenses, that darken in the sun.

Need more help?

Visit our [How to Order](#) page

[HOW TO ORDER](#)

[<All frame images + filters>](#)

Need some help to choose your frame?

Visit our [How to Order](#) page for advice on choosing the right frames for your face shape, features and colouring.

[CHOOSING YOUR FRAME](#)



WOMEN'S SUNGLASSES

Women's sunglasses

To order your new prescription sunglasses: Choose from our full selection of frames, then add sunglass lenses with full UV protection.

Your lens options: Grey or brown full-tint, glare-reducing polarised sunglasses, or transition lenses that react to light for indoor and outdoor use.

Would you like some help?

Our How to Order page will guide you through the process.

[HOW TO ORDER](#)

[<All frame images + filters>](#)

Spoilt for choice?

Our How to Order page has a handy guide to help you choose the right frame shape and colour for your face.

[CHOOSING YOUR FRAME](#)